

## ORDER



A GANNETT COMPANY

**WJXX-TV**

Orders	Order / Rev:	704356
	Alt Order #:	06262007
	Product Desc:	AMERICANS FOR PROS
	Estimate:	1856
	Flight Dates:	08/08/12 - 08/14/12
	Original Date / Rev:	08/03/12 / 08/06/12
	Order Type:	Political

### Primary AE:

Jim Quinn

### Sales Office:

T-PHI

### Sales Region:

NAT

Agency	Name:	<u>Mentzer Media Services/ POL</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>Do Not Mail</u>
		<u>XX, XX XX</u>

Billing Type:	Cash
Billing Calendar:	Broad
Billing Cycle:	EOM/
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Americans For Prosperity</b>
	<b>Demographic:</b>	A50+
	<b>Product Codes:</b>	IS-Candidate/Presidential,IS-Candida
	<b>Priority:</b>	P-3
	<b>Revenue Codes:</b>	AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	38	\$6,090.00	\$5,176.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	38	\$6,090.00	\$5,176.50	0.00
<b>Totals</b>	<b>38</b>	<b>\$6,090.00</b>	<b>\$5,176.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	North America	North America	Start Of Order - End Of Order	100%

Jim Quinn Start Of Order - End Of Order 100%

## Order Share

WJXX-TV	8%	\$6,090.00
Market	100%	\$76,125.00

### Competitive Share

CABLE	0%	\$0.00
WAWS	5%	\$3,806.25
WCWJ	0%	\$0.00
WJXT	30%	\$22,837.50
WTEV	27%	\$20,553.75
WTLV	30%	\$22,837.50

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